

options to view the content. Content may comprise audio, video, processing device applications, games, or other information which may be displayed on an audio/visual device. Various types of audio/visual devices are discussed herein. When a user selects content for consumption on a device, the transaction manager may control the provision of the content (e.g. by downloading or streaming the content to the display device) as well as any financial transaction required by the content provider as remuneration for providing the content. The user database **154** contains a record of the user information associated with a display device. For example, the user database may contain a user record of the content delivered to the user, the license associated with the content and the user or display device, previous transactions of the user, the user's licenses and license status, and transaction information allowing the user to make additional purchases.

**[0019]** The license manager **152** associates licenses with content chosen for distribution to a consumer on one of devices **100**, **110**, and **120**. License manager **152** determines whether performance of the content is consistent with the terms of the license. For example, in accordance with the technology, the license defines one or more of the number of consumers, the number of views per consumer, and/or the time period within which the views per consumer must occur.

**[0020]** One or more display devices **100**, **110**, **120** may comprise, for example, a mobile device **100** (having a mobile display), a personal or head mounted display device **110**, and a large-screen display device **120**. Each of the display devices illustrated in FIG. **1** may include hardware and software to implement the functions described herein. In the context of this description, the large-scale display device **120** may be any device suitable for use by more than one or two individuals and including a display screen measuring from a few inches to hundreds of feet. In this context, for example, the large-scale device **120** may comprise any display device from a small television or computer display to a large scale display screen and projector.

**[0021]** Network **50** may comprise any of a number of public or private networks, or a combination thereof, including but not limited to the Internet. Devices may couple to the content provider **150** to acquire content in a manner suitable for use by the content display device and in the manner which the content provider chooses to deliver it. Some devices may include non-volatile memory allowing them to store content for later use. Other devices may stream data directly from the content provider **150**.

**[0022]** One type of display device may comprise a mobile display device **100** such as a portable phone or media player. One example of a mobile media device is illustrated in FIGS. **5** and **9**. Mobile display device **100** includes a camera or capture device **102**, such as a camera or other type of capture device, and a display **105**. Included in the memory and application space of the mobile media device are a license manager and a consumer detector. The license manager **104** may work alone or in concert with license manager **152** to determine whether performance of content on device **100** is consistent with the terms of the license associated with the content. In other embodiments, no license manager **104** is local to the device **100** and license management may occur on the content provider **150**.

**[0023]** Consumer detector **106** works in conjunction with the camera or capture device **102** to determine the number of users or consumers within the display area **165** of display **105**. In the example shown in FIG. **1**, there are two users **162**, **164**,

within the display area **165** of display **105**. Using the imaging or other detection technology of the camera **102**, the number of actual consumers of the content viewing the screen display **105** is determined for use by the license manager **104** (and/or **152**) in enforcing the terms of the license.

**[0024]** In the case of the mobile display device, the display **105** is generally designed for use by one person but it is possible that more than one person may be able to view content on the display **105**. As such the consumer detector uses data from the camera or capture device **102** to determine the number of consumers. In one example, camera **102** is an RGB imaging camera and the consumer detector analyzes one or successive images from the camera to ensure that the licensed number of users per view is enforced. In alternative embodiments, other technologies may be used for the camera/capture device **102**, as discussed below. In still further embodiments, no consumer detector is provided on the mobile display device **100** and the consumer detection may be performed by a consumer detector on the content provider **150** as camera or capture device data is transmitted back to the content provider during a performance of the content.

**[0025]** A personal display device **110** may include a head mounted display **166** such as that shown in FIG. **5**. A head mounted display may include processing means rendering the content in the display portion of the head mounted display **166**, but generally would not require a consumer detector as the device itself limits the per-performance use of the content to a single user. The device may include a license manager **114** which functions as license manager **104** alone or in combination with license manager **152**.

**[0026]** A large screen display **120** is a display system generally designed for use by a large number of users e.g. users **170-178**. A large screen display device may include a license manager **122**, consumer detector **124**, capture device **128** and display **126**. As noted, the field of display **125** of the display **126** is much larger than the mobile display device and is designed to display content to from one to several hundred or even thousands of users simultaneously.

**[0027]** FIG. **2** illustrates a general method suitable for use in accordance with the present technology. At **205** a consumer views a selection of content generally available from the content provider. The content viewed may be from a single provider or multiple providers. At **210**, the user selects content which the user wishes to view. At **215**, the user selects a license option associated with the content. Each element of content may have one or more license options. Some content may only include one license option, while others may have various options. Each option may be associated with a license cost. In accordance with the technology, the license may be associated with actual user consumption based on detection of a user or consumer within a field of display of a display device. This provides a number of licensing options including, but not limited to regulating on the number of views (total viewers×content presentation) for the content; regulating the number of simultaneous views for each viewing of the content; regulating the number of views within a particular time period; regulating the number of views for an indeterminate large number of people; and/or any combination of the aforementioned examples. Licenses may also be tied to user identity. Using conventional user authentication methods, or the system of FIGS. **5** and **6** below, a license may be associated with a user identity so that individuals may view content based on their licensed identity. Each of these various types of licenses can be used alone or in combination with other